Results of the Navy Morale, Welfare and Recreation (MWR) Spouse Survey

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Background

- **Navy-wide MWR survey of active-duty Sailors conducted since 1997**
  - **Results used to**
    - **meet DoD requirements (Inst 1015.10) to "periodically measure (MWR) customer demand, usage, and satisfaction"**
    - **answer Congressional inquiries**
    - **provide customer data for strategic planning**
- **Surveys of active-duty MWR customers don't tell the whole story**
  - **Navy MWR Leadership Survey conducted in 2001 provided data complementary to the results of the 2000 MWR Sailor Survey**
- **Many MWR programs are used by Navy Spouses and their families**
  - **Need to assess views of Navy Spouses**

2002 Navy

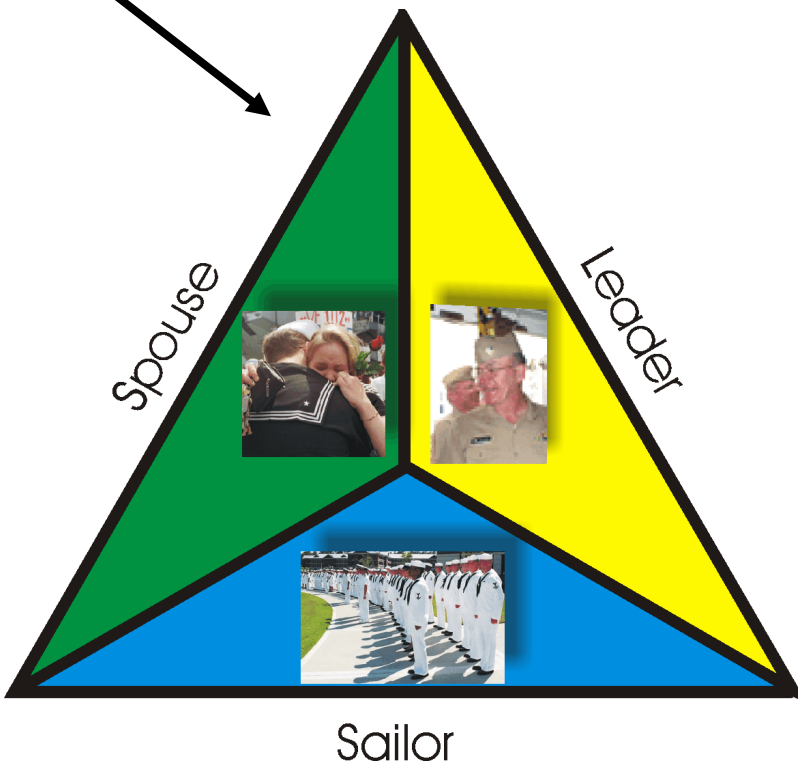
Navy MWR Surveys: Triangulation

NPRST

- **Three-year MWR survey cycle**
  - **2000 MWR Sailor (Customer) Survey**
  - **2001 MWR Leadership Survey**
  - **2002 MWR Spouse Survey**
- **Limits over-surveying of same groups**
- **Provides MWR with broader portrait of MWR services and programs**
- **Metrics common to all three surveys**
  - **Importance of Navy MWR facilities/services**
  - **Overall satisfaction with Navy MWR**

Triangulation: Data from multiple measures are

used to offset error from any single data source.



2002 Navy

Objectives

- **To develop, administer, and analyze first Navy-wide MWR Spouse Survey**
- **To compare results of Spouse Survey to results of previous MWR Surveys**

  Provides more complete portrait of attitudes concerning Navy MWR
- **2002 Navy MWR Spouse Survey designed to:**

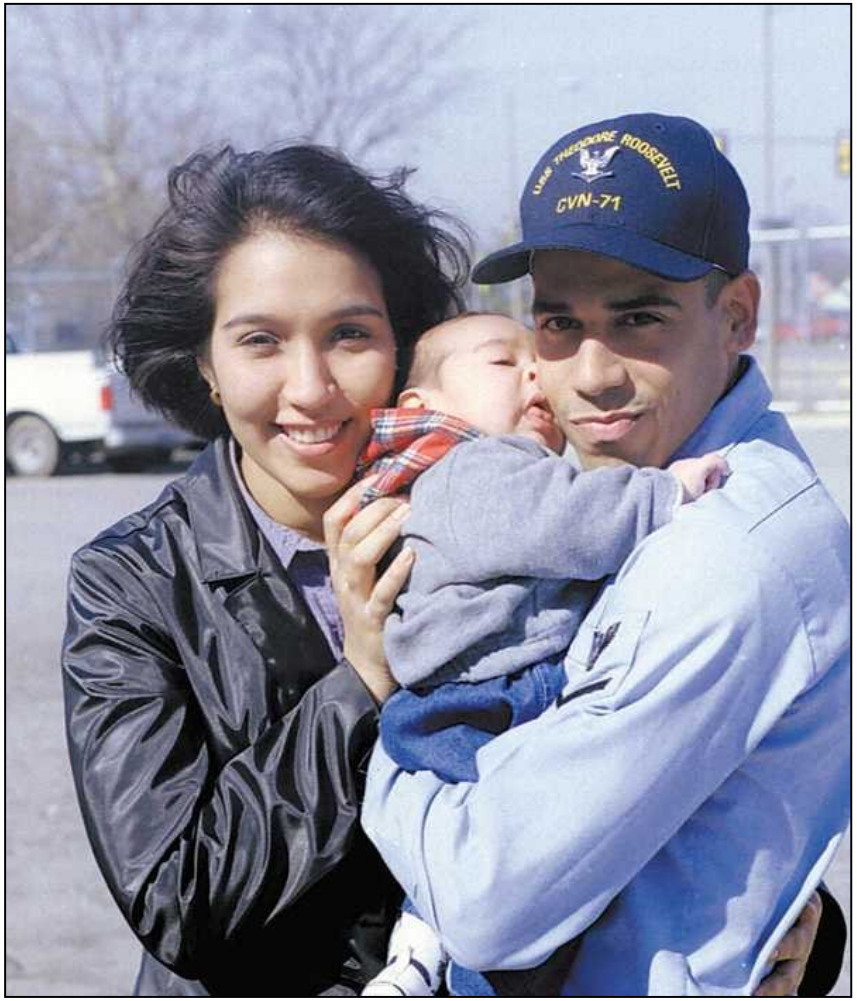
  Assess Spouse's perceptions of MWR program importance, use, quality, and satisfaction

  Obtain Spouse's views about MWR contributions to key military outcomes

  Provide Spouse's perspective on ITT, Child Development, and Youth and Teen Programs

Approach

- **Surveyed Spouses of active duty Navy officers and enlisted personnel**
- **Random sample selected and matched with DEERS database to obtain Spouse's name and address**
  - **Scientific sampling used to obtain accurate Spouse data**
- **Five MWR bucks included as incentive**
- **Second wave mailout to nonrespondents to increase response rate**
- **Leveraged past work on 2000 Sailor and 2001 Leadership Surveys**



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Survey Administration

Surveys mailed:
December 2002

Survey field closed:
March 2003

Original Sample:
11,564

Eligible Sample:11,007

Eligible Returns:
3,005

Response Rate: 27.3%



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Most Important Facilities/Services: All Respondents

Percent "Important"/"Very Important"

Spouse		Sailor		Leader	
Navy Exchange	93%	Fitness center	91%	Fitness Center	96%
ITT	85%	ITT	88%	Gym	95%
Fitness center	83%	Gym	86%	Voluntary Education Program	94%
Outdoor recreation areas	75%	Outdoor recreation areas	79%	Navy Exchange	94%
On-base free movies	73%	Playing fields	79%	ITT	94%
Recreational swimming pool	72%	Outdoor recreation rental	76%	Playing fields	93%
Youth recreation programs	72%	Outdoor activities	75%	Child development programs	91%
Special events	70%	Library Media Resource	75%	Unit Funds	90%
Library services	69%	Special events	74%	Recreational swimming pool	88%
Library Media Resource	68%	Recreational swimming pool	74%	Recreation Center	88%
				Single Sailor/Liberty program	88%

Importance of Navy MWR Facilities/Services Section
For each item listed, rate its importance to you.

NOTE: Navy Exchange not included on 2000 Sailor Survey.

Most Used Facilities/Services: All Respondents

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Percent "Yes"

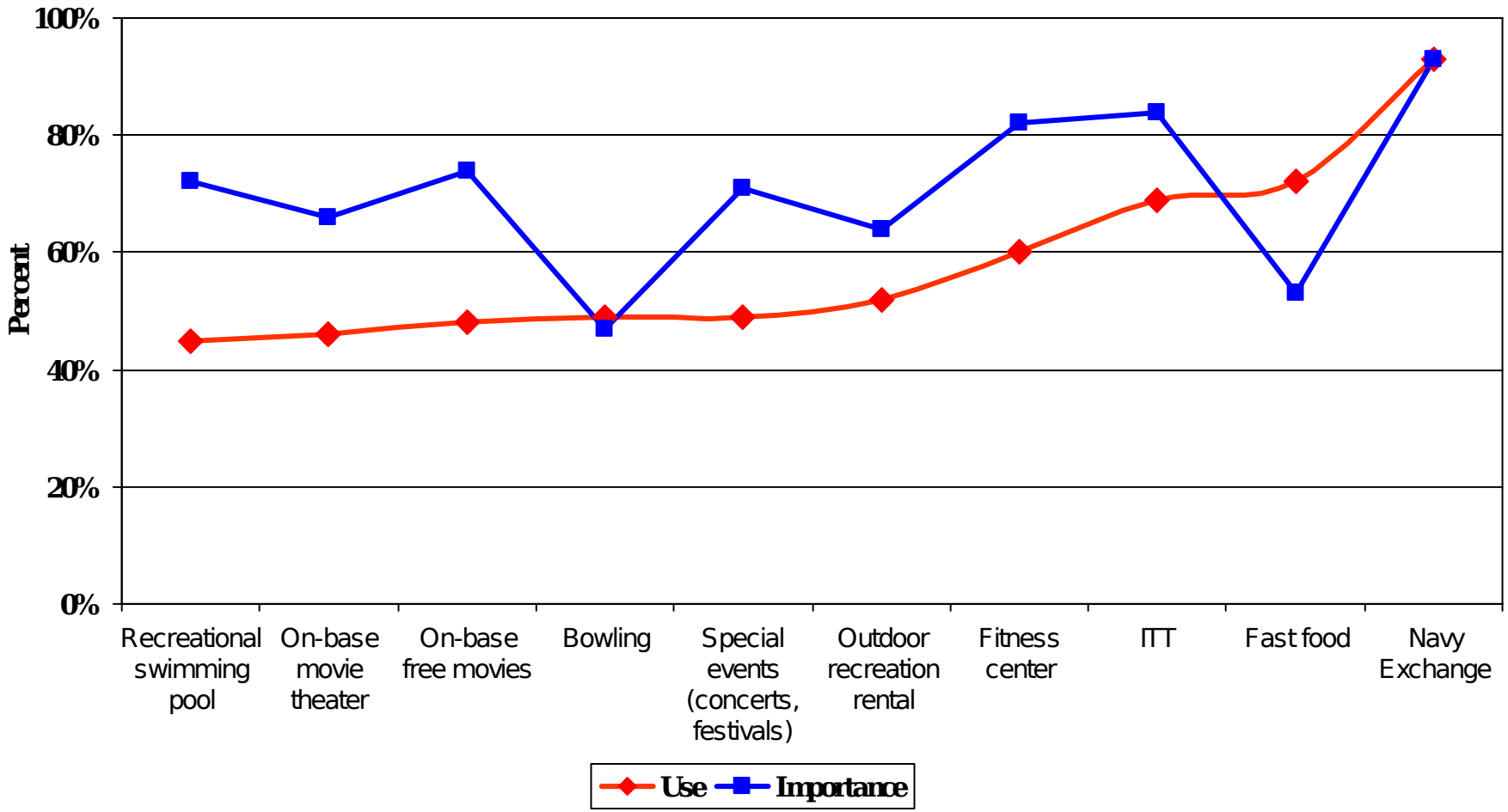
Spouse		Sailor	
Navy Exchange	93%	Fitness center	85%
ITT	71%	Fast food	75%
Fast food	70%	Gym	73%
Fitness center	60%	ITT	71%
Special events	48%	Outdoor recreation areas	59%
Bowling	47%	Playing fields	58%
Recreational swimming pool	45%	On-base movie theater	48%
On-base free movies	45%	On-base free movies	48%
Outdoor recreation areas	44%	Computers/Internet service	48%
Books/Magazines	44%	Bowling	47%
On-base movie theater	44%	Special events	46%
		Lunch service	46%

Use of Navy MWR Facilities/Services Section
Indicate whether or not you regularly use each facility/service listed.

NOTE: Navy Exchange not included on 2000 Sailor Survey.

Use and Importance of Navy MWR: All Spouses

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MWR Contributions to Outcomes: Enlisted

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	Percent "Agree"	
	Spouse	Sailor
MWR programs contribute to my physical fitness.	64%	82%
MWR programs help me manage stress.	41%	57%
MWR programs give me an opportunity for fun.	79%	87%
MWR programs increase my desire for my spouse to stay in the Navy. ("MWR programs are a benefit I consider when deciding whether to remain in the Navy" in 2000)	30%	33%
MWR provides family support programs that allow me to be more productive at home.	37%	-----
MWR provides family support programs that allow me to be more productive at work.	28%	44%
MWR family support programs help my child(ren) adjust to military life.	42%	34%

MWR Contributions to Outcomes Section

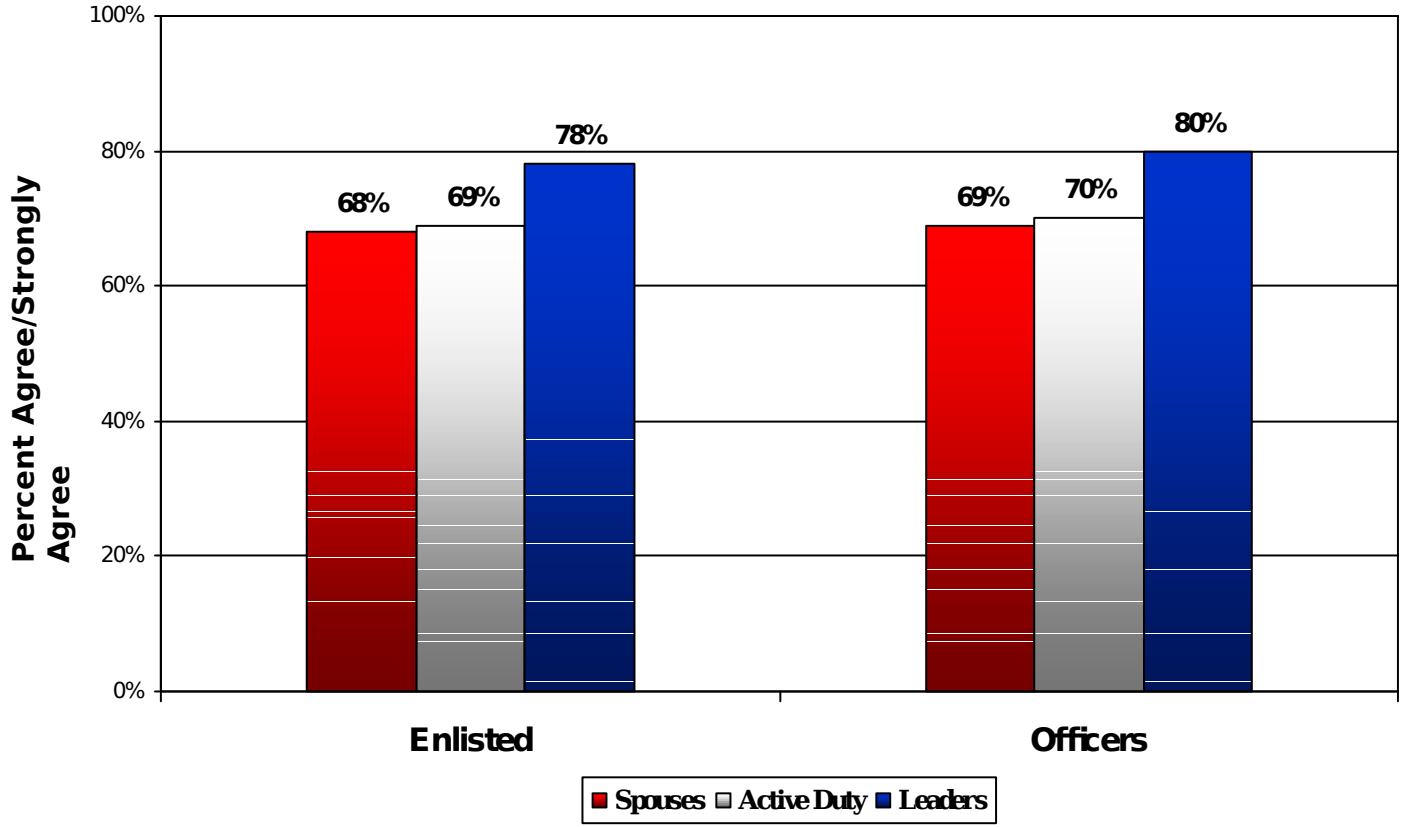
MWR Contributions to Outcomes: Officer

	Percent "Agree"	
	Spouse	Sailor
MWR programs contribute to my physical fitness.	61%	86%
MWR programs help me manage stress.	38%	67%
MWR programs give me an opportunity for fun.	78%	89%
MWR programs increase my desire for my spouse to stay in the Navy. ("MWR programs are a benefit I consider when deciding whether to remain in the Navy" in 2000)	31%	36%
	31%	-----
MWR provides family support programs that allow me to be more productive at home.	18%	38%
MWR provides family support programs that allow me to be more productive at work.	41%	31%
MWR family support programs help my child(ren) adjust to military life.		

MWR Contributions to Outcomes Section

Overall Satisfaction with Navy MWR

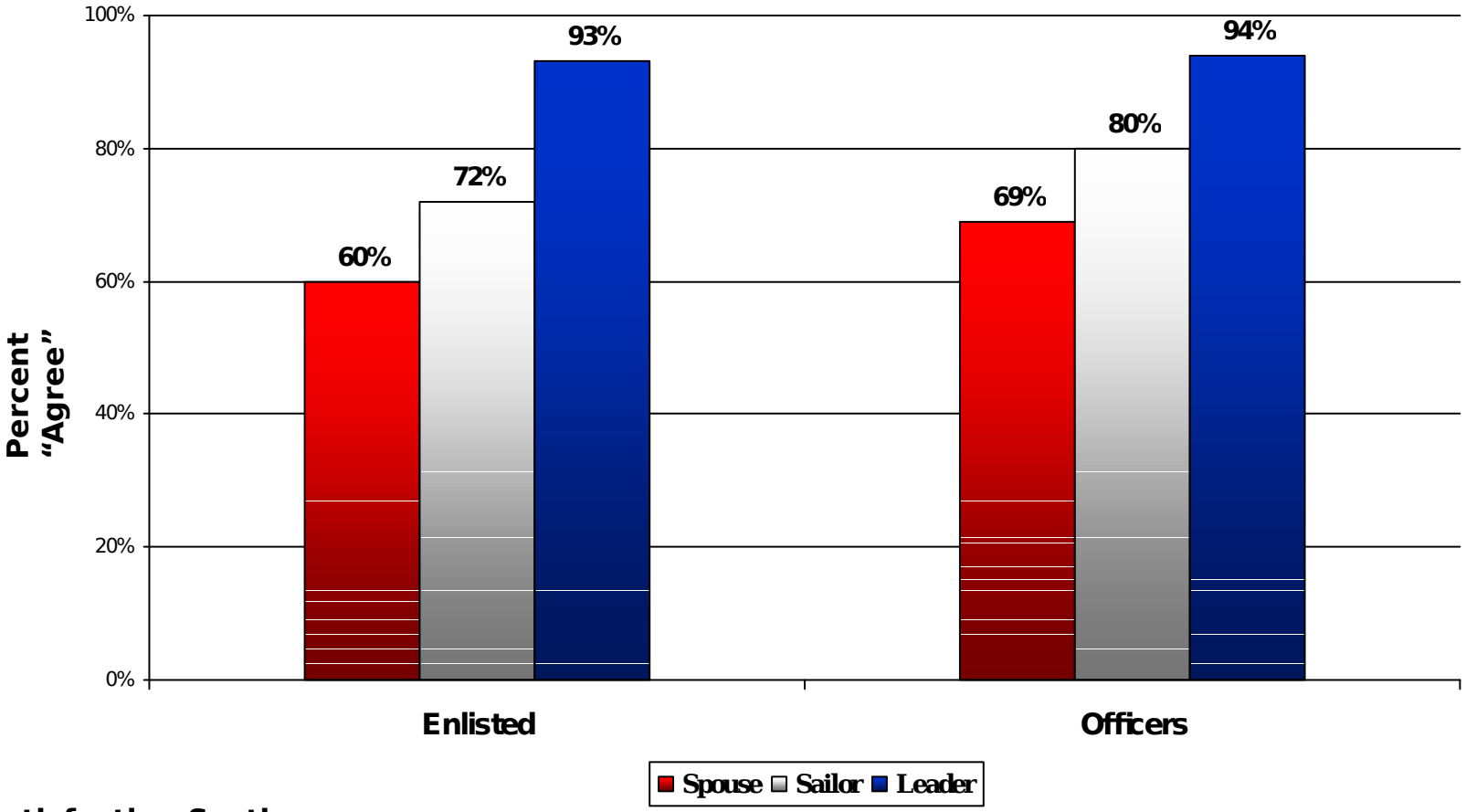
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MWR Satisfaction Section
I am satisfied with Navy MWR facilities/services.

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Navy MWR Improves QOL



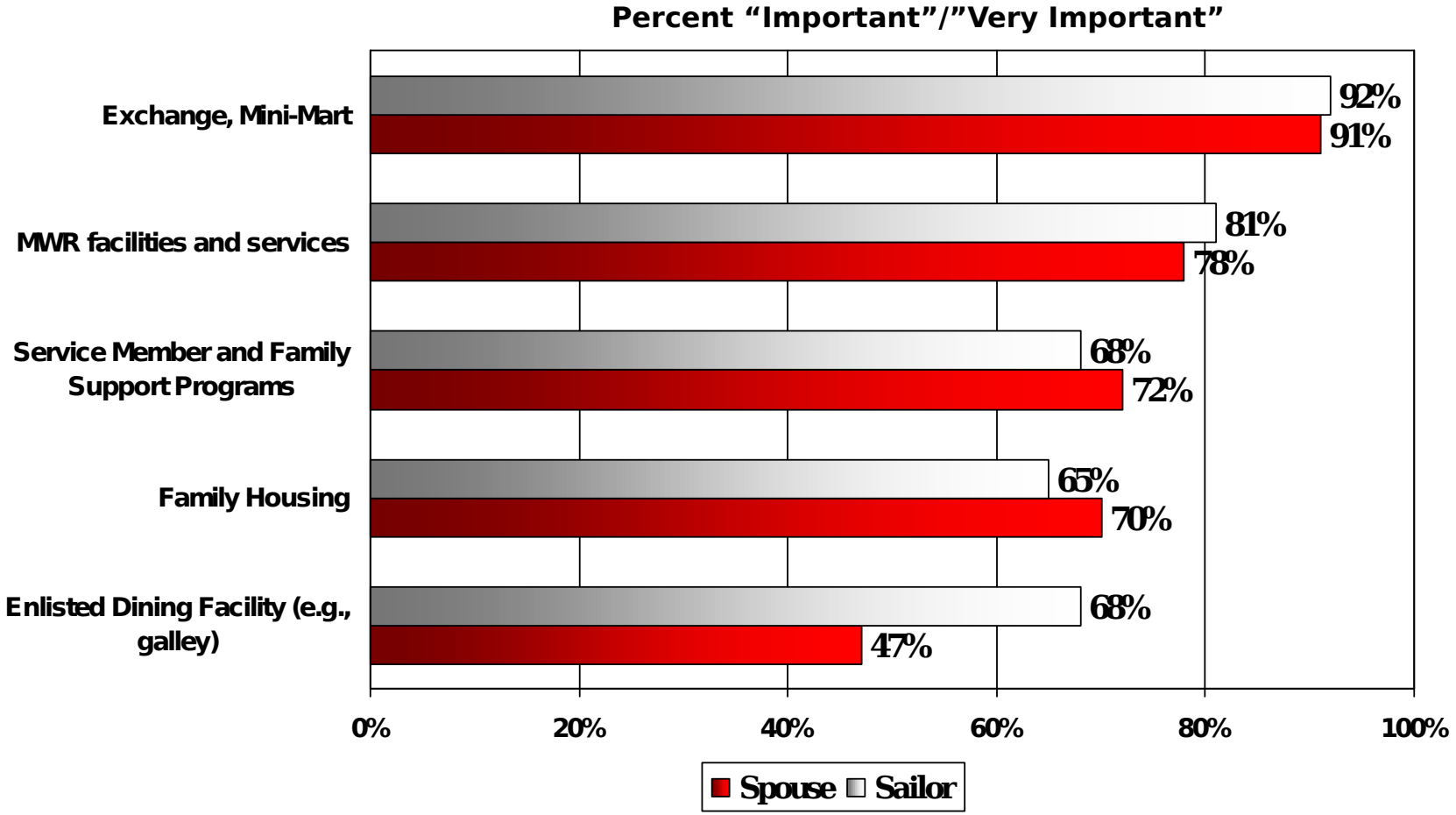
MWR Satisfaction Section

Navy MWR improves the quality of life for me/my family. (Sailor/Spouse)
Navy MWR improves the quality of life of Sailors. (Leader)

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Program Impact on Quality of Life: Enlisted

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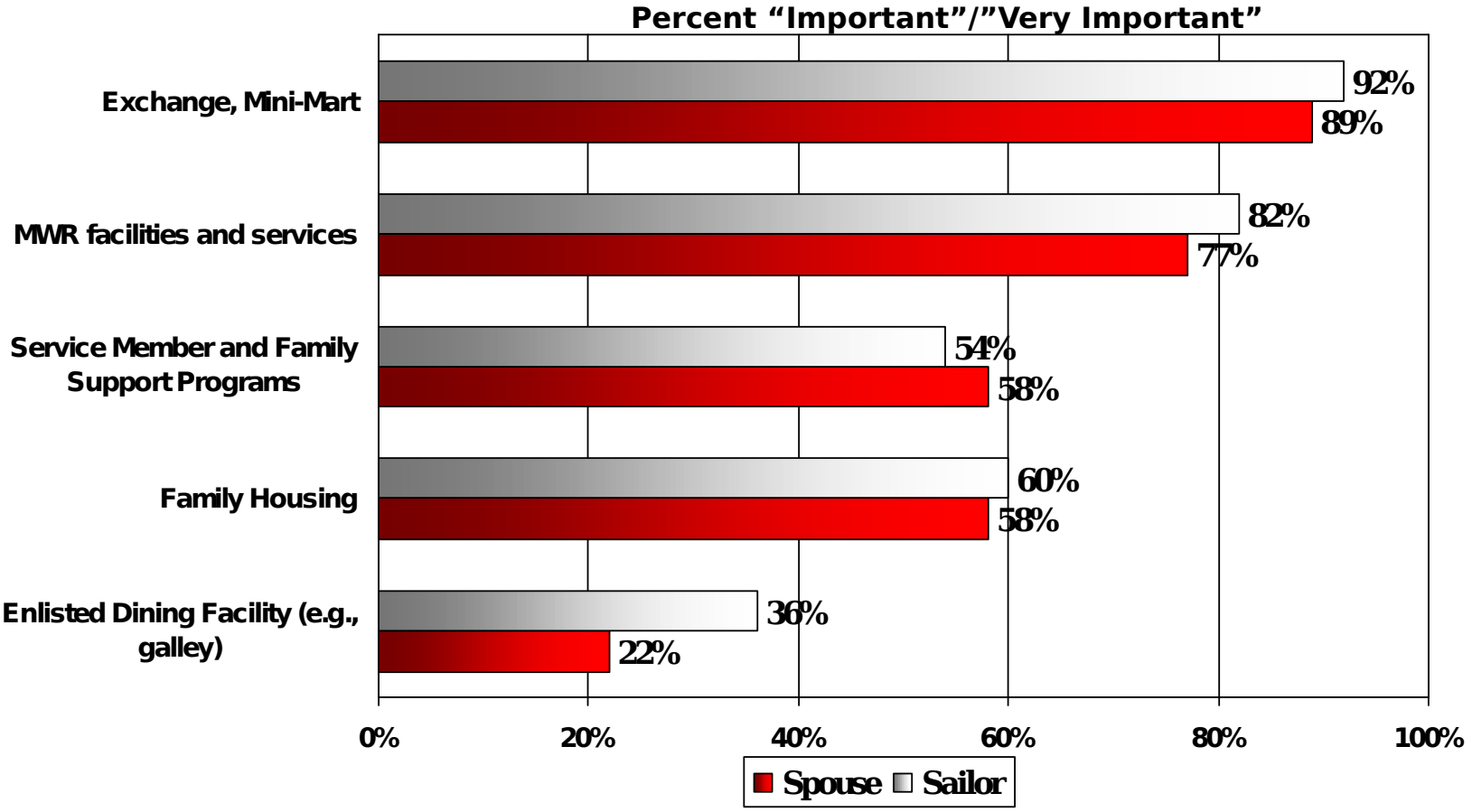
Quality of Life Programs Section

Rate how important each program is to your quality of life.

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Program Impact on Quality of Life: Officers

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Quality of Life Programs Section
Rate how important each program is to your quality of life.

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Summary

- **Survey results indicate that Navy Spouses have very positive perceptions of all aspects of Navy MWR**
  - **2002 results similar to positive findings obtained with Sailors and Leaders**
  - **Validates "good news results" with third patron group**
- **ITT, Fitness Center, and Outdoor Recreation were three most important; ITT, Fast Food, and Fitness Center were three most used MWR facilities/services for Spouses**
  - **Navy Exchange was rated most important and was most used**
- **Spouse quality ratings of MWR are high**
  - **About 90% or more rate Navy MWR facilities, services, programs and customer service as expected or better than expected**

Summary

- **Spouses see MWR as important to key outcomes, particularly fun and physical fitness**
- **Nearly 70% of Spouses say they are satisfied with MWR facilities/services**

  Overall Spouse satisfaction with MWR is about the same as that of Sailors and about 10 percentage points lower than Leaders
- **Over 80% of Spouses consider MWR facilities and services as important for their quality of life; about half say MWR impacts their desire for Spouse to remain in Navy**